

WHAT IS CLAIMED IS:

1. A water disintegratable cleansing wipe comprising from about 70% (by weight) to about 99% (by weight) of a substrate and from about 1% (by weight) to about 30% (by weight) of a cleansing agent, the substrate comprising a  
5 water soluble film forming polymeric material and the cleansing agent comprising a surfactant material, wherein the cleansing wipe is a single layer cleansing wipe and is capable of disintegrating upon contact with water.

2. The water disintegratable cleansing wipe as set forth in claim 1 wherein the wipe comprises from about 70% (by weight) to about 80% (by weight) of the substrate and from about 20% (by weight) to about 30% (by weight) of the  
5 cleansing agent.

3. The water disintegratable cleansing wipe as set forth in claim 2 further comprising a plasticizing agent.

4. The water disintegratable cleansing wipe as set forth in claim 1 wherein the wipe has a material basis weight of from about 25 grams/square meter to about 120 grams/square meter.

5. The water disintegratable cleansing wipe as set forth in claim 1 wherein the wipe has a material basis weight of from about 40 grams/square meter to about 90 grams/square meter.

6. The water disintegratable cleansing wipe as set forth in claim 1 wherein the wipe is capable of disintegrating in water in less than about 120 seconds.

7. The water disintegratable cleansing wipe as set forth in claim 1 wherein the wipe is capable of

disintegrating in water in less than about 60 seconds.

8. The water disintegratable cleansing wipe as set forth in claim 1 wherein the wipe is capable of disintegrating in water is less than about 30 seconds.

9. The water disintegratable cleansing wipe as set forth in claim 1 wherein the film forming polymeric material is selected from the group consisting of polyvinyl pyrrolidone-based polymers, polyethylene glycol, xantham gum, guar gum, polyquaternium polymers, pullulan, hydroxypropylmethyl cellulose, hydroxyethyl cellulose, hydroxypropyl cellulose gelatin, carboxymethyl cellulose, polyvinyl alcohol, sodium alginate, tragacanth gum, acacia gum, arabic gum, polyacrylic acid, methacrylate copolymer, carboxyvinyl polymer, amylase, starches, modified starches, natural starches, aluminum starch octenyl succinate, hydroxy propyl starch phosphates, high amylase starch, hydroxypropylated high amylose starch, dextrin, pectin, chitan, chitosan, levan, elsinan, collagen, zein, glutan, soy protein isolate, whey protein isolate, casein, locust bean gum, karaya gum, carrageenan, gellan, agar, algin, furcellaran, polyhydroxy acid polymers, and mixtures thereof.

10. The water disintegratable cleansing wipe as set forth in claim 1 wherein the film forming polymeric material is selected from the group consisting of starches, modified starches, natural starches, aluminum starch octenyl succinate, and hydroxy propyl starch phosphates.

11. The water disintegratable cleansing wipe as set forth in claim 1 wherein the surfactant material is selected from the group consisting of anionic surfactants, nonionic surfactants, betaines, sultaines, amphoteric, zwitterionic

5 surfactants, imidazolines, sulfosuccinates, amineoxides, alkanolamides, sugar surfactants, metal soaps, and combinations thereof.

12. The water disintegratable cleansing wipe as set forth in claim 1 wherein the surfactant material is selected from the group consisting of betaines and sulfosuccinates.

13. The water disintegratable cleansing wipe as set forth in claim 1 further comprising a skin health benefit ingredient selected from the group consisting of antimicrobials, moisturizers, humectants, fragrances, vitamin  
5 E, aloe, lipids, botanicals, and combinations thereof.

14. The water disintegratable cleansing wipe as set forth in claim 1 further comprising an endpoint indicator.

15. The water disintegratable cleansing wipes as set forth in claim 14 wherein the endpoint indicator is selected from the group consisting of a coloring agent and a graphic.

16. The water disintegratable cleansing wipe as set forth in claim 1 further comprising from about 1% (by total weight) to about 5% (by total weight) of a foam stabilizer.

17. The water disintegratable cleansing wipe as set forth in claim 16 wherein the foam stabilizer is selected from the group consisting of alkanolamides, polyethylene glycols, polyols, PEG dimethicones, ethoxylated fatty  
5 alcohols, and combinations thereof.

18. A water disintegratable cleansing wipe comprising from about 70% (by weight) to about 98% (by weight) of a substrate, from about 1% (by weight) to about 30% (by weight) of a cleansing agent, and from about 1% (by weight) to about  
5 20% (by weight) abrasive cleansing agent, the substrate comprising a water soluble film forming polymeric material

and the cleansing agent comprising a surfactant material, wherein the cleansing wipe is a single layer cleansing wipe and is capable of disintegrating upon contact with water.

19. The water disintegratable cleansing wipe as set forth in claim 18 wherein the abrasive cleansing agent is selected from the group consisting of pumice, silica, diatomaceous earth, polyethylene beads, nylon 12 beads,  
5 polymethacrylate polymers, nut shells, and clays.

20. The water disintegratable cleansing wipe as set forth in claim 18 wherein the wipe comprises from about 70% (by weight) to about 80% (by weight) of the substrate and from about 20% (by weight) to about 30% (by weight) of the  
10 cleansing agent.

21. The water disintegratable cleansing wipe as set forth in claim 18 wherein the wipe has a material basis weight of from about 25 grams per square meter to about 120 grams per square meter.

22. The water disintegratable cleansing wipe as set forth in claim 18 wherein the wipe has a material basis weight of from about 40 grams per square meter to about 90 grams per square meter.

23. The water disintegratable cleansing wipe as set forth in claim 18 wherein the wipe is capable of disintegrating in water in less than about 120 seconds.

24. The water disintegratable cleansing wipe as set forth in claim 18 wherein the wipe is capable of disintegrating in water in less than about 60 seconds.

25. The water disintegratable cleansing wipe as set forth in claim 18 wherein the wipe is capable of disintegrating in water in less than about 30 seconds.

26. The water disintegratable cleansing wipe as set forth in claim 18 wherein the film forming polymeric material is selected from the group consisting of polyvinyl pyrrolidone-based polymers, polyethylene glycol, xantham gum, guar gum, polyquaternium polymers, pullulan, hydroxypropylmethyl cellulose, hydroxyethyl cellulose, hydroxypropyl cellulose gelatin, carboxymethyl cellulose, polyvinyl alcohol, sodium alginate, tragacanth gum, acacia gum, arabic gum, polyacrylic acid, methylmethacrylate copolymer, carboxyvinyl polymer, amylase, starches, modified starches, natural starches, aluminum starch octenyl succinate, hydroxy propyl starch phosphates, high amylose starch, hydroxypropylated high amylose starch, dextrin, pectin, chitan, chitosan, levan, elsinan, collagen, zein, glutan, soy protein isolate, whey protein isolate, casein, locust bean gum, karaya gum, carrageenan, gellan, agar, algin, furcellaran, polyhydroxy acid polymers, and mixtures thereof.

27. The water disintegratable cleansing wipe as set forth in claim 18 wherein the film forming polymeric material is selected from the group consisting of starches, modified starches, natural starches, aluminum starch octenyl succinate, and hydroxy propyl starch phosphates.

28. The water disintegratable cleansing wipe as set forth in claim 18 wherein the surfactant material is selected from the group consisting of anionic surfactants, nonionic surfactants, betaines, sultaines, amphoteric, zwitterionic surfactants, imidazolines, sulfosuccinates, amineoxides, alkanolamides, sugar surfactants, metal soaps, and combinations thereof.

29. The water disintegratable cleansing wipe as set forth in claim 18 wherein the surfactant material is selected

from the group consisting of betaines and sulfosuccinates.

30. The water disintegratable cleansing wipe as set forth in claim 18 further comprising a skin health benefit ingredient selected from the group consisting of antimicrobials, moisturizers, humectants, fragrances, vitamin E, aloe, lipids, botanicals, and combinations thereof.

31. The water disintegratable cleansing wipe as set forth in claim 18 further comprising an endpoint indicator.

32. The water disintegratable cleansing wipe as set forth in claim 18 wherein the endpoint indicator is selected from the group consisting of a coloring agent and a graphic.

33. The water disintegratable cleansing wipe as set forth in claim 18 further comprising from about 1% (by total weight) to about 5% (by total weight) of a foam stabilizer.

34. The water disintegratable cleansing wipe as set forth in claim 33 wherein the foam stabilizer is selected from the group consisting of alkanolamides, polyethylene glycols, polyols, PEG dimethicones, ethoxylated fatty alcohols, and combinations thereof.

35. A water disintegratable cleansing wipe comprising from about 70% (by weight) to about 98% (by weight) of a substrate, from about 1% (by weight) to about 30% (by weight) of a cleansing agent, and from about 1% (by weight) to about 20% (by weight) fiber filler, the substrate comprising a water soluble film forming polymeric material and the cleansing agent comprising a surfactant material, wherein the cleansing wipe is a single layer cleansing wipe and is capable of disintegrating upon contact with water.

36. The water disintegratable cleansing wipe as set forth in claim 35 wherein the wipe comprises from about 70%

(by weight) to about 80% (by weight) of the substrate and from about 20% (by weight) to about 30% (by weight) of the  
5 cleansing agent.

37. The water disintegratable cleansing wipe as set forth in claim 35 wherein the wipe has a material basis weight of from about 25 grams per square meter to about 120 grams per square meter.

38. The water disintegratable cleansing wipe as set forth in claim 35 wherein the wipe has a material basis weight of from about 40 grams per square meter to about 90 grams per square meter.

39. The water disintegratable cleansing wipe as set forth in claim 35 wherein the wipe is capable of disintegrating in water in less than about 120 seconds.

40. The water disintegratable cleansing wipe as set forth in claim 35 wherein the wipe is capable of disintegrating in water in less than about 60 seconds.

41. The water disintegratable cleansing wipe as set forth in claim 35 wherein the wipe is capable of disintegrating in water in less than about 30 seconds.

42. The water disintegratable cleansing wipe as set forth in claim 35 wherein the film forming polymeric material is selected from the group consisting of polyvinyl pyrrolidone-based polymers, polyethylene glycol, xanthan gum,  
5 guar gum, polyquaternium polymers, pullulan, hydroxypropylmethyl cellulose, hydroxyethyl cellulose, hydroxypropyl cellulose gelatin, carboxymethyl cellulose, polyvinyl alcohol, sodium alginate, tragacanth gum, acacia gum, arabic gum, polyacrylic acid, methylmethacrylate  
10 copolymer, carboxyvinyl polymer, amylase, starches, modified

starches, natural starches, aluminum starch octenyl succinate, hydroxy propyl starch phosphates, high amylase starch, hydroxypropylated high amylose starch, dextrin, pectin, chitan, chitosan, levan, elsinan, collagen, zein, 15 glutan, soy protein isolate, whey protein isolate, casein, locust bean gum, karaya gum, carrageenan, gellan, agar, algin, furcellaran, polyhydroxy acid polymers, and mixtures thereof.

43. The water disintegratable cleansing wipe as set forth in claim 35 wherein the film forming polymeric material is selected from the group consisting of starches, modified starches, natural starches, aluminum starch octenyl 5 succinate, and hydroxy propyl starch phosphates.

44. The water disintegratable cleansing wipe as set forth in claim 35 wherein the surfactant material is selected from the group consisting of anionic surfactants, nonionic surfactants, betaines, sultaines, amphoterics, zwitterionic 5 surfactants, imidazolines, sulfosuccinates, amineoxides, alkanolamides, sugar surfactants, metal soaps, and combinations thereof.

45. The water disintegratable cleansing wipe as set forth in claim 35 wherein the surfactant material is selected from the group consisting of betaines and sulfosuccinates.

46. The water disintegratable cleansing wipe as set forth in claim 35 further comprising a skin health benefit ingredient selected from the group consisting of antimicrobials, moisturizers, humectants, fragrances, vitamin 5 E, aloe, lipids, botanicals, and combinations thereof.

47. The water disintegratable cleansing wipe as set forth in claim 35 further comprising an endpoint indicator.



48. The water disintegratable cleansing wipe as set forth in claim 35 wherein the endpoint indicator is selected from the group consisting of a coloring agent and a graphic.

49. The water disintegratable cleansing wipe as set forth in claim 35 wherein the filler fibers are selected from the group consisting of soft wood fibers, hard wood fibers, non-wood vegetable fibers, and combinations thereof.

50. The water disintegratable cleansing wipe as set forth in claim 35 further comprising from about 1% (by weight) to about 20% (by weight) of an abrasive agent.

51. The water disintegratable cleansing wipe as set forth in claim 50 wherein the abrasive agent is selected from the group consisting of pumice, silica, diatomaceous earth, polyethylene beads, nylon 12 beads, polymethacrylate  
5 polymers, nut shells, and clays.

52. The water disintegratable cleansing wipe as set forth in claim 35 further comprising from about 1% (by total weight) to about 5% (by total weight) of a foam stabilizer.

53. The water disintegratable cleansing wipe as set forth in claim 52 wherein the foam stabilizer is selected from the group consisting of alkanolamides, polyethylene glycols, polyols, PEG dimethicones, ethoxylated fatty  
5 alcohols, and combinations thereof.